

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

**TRIMESTER 3, 2018/2019**

**DBS5028 – E-COMMERCE**  
(For Diploma in IT students only)

27 May 2019  
2:30 p.m. – 4:30 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages.
2. Answer **ALL** questions in **Section A** and **Section B** in the **Answer Booklet**.

**Section A: 10 Multiple Choice Questions (10 marks)***Instruction: Write your answers in the Answer Booklet.*

1. Which of the following describes the B2C e-commerce business model?
  - A. A website that sells its products to an intermediate buyer who then sells the product to the final customer.
  - B. A website that sells its products directly to a customer.
  - C. A website that helps customers to sell their products by allowing them to post information.
  - D. A government website that trades and exchanges information with various business organisations.
  
2. \_\_\_\_\_ uses IT to gain competitive advantage by increasing employee productivity and improving efficiency and effectiveness of business processes.
  - A. E-commerce
  - B. Social business
  - C. Virtual world
  - D. Digital enterprise
  
3. Which of the following is an example of disintermediation?
  - A. An auction site in which many sellers entertain bids from one buyer.
  - B. Merchants participate on Shopee and Lazada marketplace to reach out to more customers.
  - C. Dell and Apple sell their products directly to customers on their websites.
  - D. A website in which multiple different companies advertise and sell their products.
  
4. Which of the following is an example of the direct marketing by manufacturer business model?
  - A. Sony Store
  - B. eBay
  - C. 11Street
  - D. Carousell
  
5. \_\_\_\_\_ refers to the situation when a producer or supplier bypasses the normal channel of distribution and sells directly to the end user over the Internet.
  - A. Channel conflict
  - B. Price conflict
  - C. Reintermediation
  - D. Niche market
  
6. Software applications for the administration, documentation, tracking, and reporting of training programs, including e-learning programs, classroom and online events are known as \_\_\_\_\_.
  - A. visual interactive simulation
  - B. learning management system
  - C. learning on-demand
  - D. social learning

**Continued...**

7. Classified ads, auctions and file sharing are primarily examples of \_\_\_\_\_ e-commerce.
  - A. C2C
  - B. B2B
  - C. B2E
  - D. B2B2C
  
8. Using Google Maps to navigate direction to a destination is an example of \_\_\_\_\_.
  - A. e-business
  - B. e-government
  - C. social gaming
  - D. location-based m-commerce
  
9. \_\_\_\_\_ is the process of automatically identifying a web user's physical location without that user having to provide any information.
  - A. Global Positioning System
  - B. Wireless application protocol
  - C. Wireless mobile computing
  - D. Geolocation
  
10. Which of the following is an example of business-oriented social networks?
  - A. Instagram
  - B. Pinterest
  - C. LinkedIn
  - D. WeChat

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Continued...

**Section B: 4 Structured Questions (40 marks)***Instruction: Write your answers in the Answer Booklet.***Question 1**

- a) Explain pure and partial e-commerce. List **TWO** examples for each. (3 marks)
- b) Describe **THREE** e-commerce revenue models. List **TWO** examples of websites for each model. (4.5 marks)
- c) Briefly describe **FIVE** benefits of e-commerce. (2.5 marks)

**[TOTAL 10 MARKS]****Question 2**

- a) List **FOUR** e-commerce activities. Describe **FOUR** mechanisms that support these activities. (4 marks)
- b) Describe **FOUR** e-commerce business models. List **TWO** examples of website for each model. (6 marks)

**[TOTAL 10 MARKS]****Question 3**

- a) What is distance learning? Briefly describe **THREE** benefits of distance learning. (2 marks)
- b) Differentiate between G2C e-commerce and G2B e-commerce. Describe **TWO** examples of application for each. (6 marks)
- c) Explain m-commerce and list **THREE** attributes of m-commerce. (2 marks)

**[TOTAL 10 MARKS]****Question 4**

- a) Describe **FOUR** benefits of social commerce to customers. (4 marks)
- b) Explain **THREE** models of social shopping. List **TWO** benefits for each model. (6 marks)

**[TOTAL 10 MARKS]****End of Page.**

